



NEWSLETTER

President's Message

April 2013

I would like to thank everyone for their commitment to the Southeast Business Association so far this year. The attendance has been wonderful and the networking is great. I have had so many members tell me how much they have been enjoying the meetings. Please continue to come, be involved and ask other businesses to come with you. This is your community so we need to all be working together.

We finally got our official approval from the Internal Revenue Service this week. The Southeast Business Association is now a 501C as of January 23, 2013. I know it was a lot of work and I would like to thank Dan Donovan for all he did in getting this completed for us.

I look forward to seeing all of you at our April meeting at Bonnie Kay's. Let's break our past attendance – everyone bring someone new – keep

it growing.

Connie Thompson



If we had no winter, the spring would not be so pleasant: if we did not sometimes taste of adversity, prosperity would not be so welcome.

Anne Bradstreet (1612 - 1672), 'Meditations Divine and Moral'

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Business Profile

It's on Liberty Road, number 5315 and used to be called Angelia's. Not too long ago owners Kathy and Bill Dudich renamed this area eating spot, **Isabella's Pizza Pub** after Kathy's grandmother. She felt that it was only fitting that her family restaurant, a family place, should be named after a great lady, her grandmother, who made her living in the food industry.

Personally I think the pizza tastes even better since the name change, but that's just me. There are more than pizzas of various sizes and toppings though. You can enjoy many calzones, subs, a "Hog" sandwich that may take more than one day to finish and maybe more than one or more people to scoff down. A special item also is what they call Doughgies which are stuffed with meats,

cheeses and more all in a thin layer of dough.

So, my fellow food lovers, whether it's delivery or pick up it's as Andy Taylor of Mayberry used to say with a shake of his head, "Gooood Pizza, Gooood Pizza."

[Isabella's](#)

Profile by Jim O'Malley



Upcoming Meetings and Events

Our next meeting will be Thursday **April 4** at **Bonnie Kay Seafood** restaurant. Networking begins at 6pm with dinner and meeting to follow.

This month we will feature three of our members. Jimmy Horney from **Julian Milling Company**, Denise Osborne representing **Southeast Community Association** and Josh Ashby from **ESI** (Entertainment Solutions Inc). Come out and learn more about our member businesses and

March Meeting

The March meeting was well attended and held at Bonnie Kay Seafood Restaurant. Our guest speaker was Tim Vangel, Assistant General Manager of Sales and Marketing at the Greensboro Grasshoppers. Here are some pictures from last month's meeting.



Tim Marion and Eddy Patterson

organizations.

The May meeting will be Thursday **May 2** at **Bonnie Kay Seafood** restaurant.

June will be our annual picnic held at the **Pleasant Garden Town Hall** picnic shelter. Come out Thursday **June 6** at 6pm for complimentary hamburgers, hot dogs and fixin's. You are welcome to bring a dessert to share.

We greatly appreciate it if you let us know if you plan to attend the meetings. You may contact Amy at 697-7253 or email her at amy@lancastertravelinc.com



222 Spur Road, Greensboro



Eric Horney, Tim Vangel, Jim O'Malley

Scholarships for High School Seniors

Each year Southeast Business Association has provided a \$500 scholarship to a deserving senior at Southeast High School. For 2013 we will be providing two \$500 scholarships.

To be eligible for the scholarship, the applicant must meet these requirements:

- Accepted or enrolled in a degree program of study
- A resident of the Southeast Community
- Have a GPA (Grade Point Average) equal to or greater than 3.0 on a 4.0 scale

Applicants must be sponsored and

recommended by a member of Southeast Business Association. A letter of recommendation from the SEBA member must be included with the application.

If a graduating senior from high school or currently enrolled in college, provide an official copy of high school or college transcript to verify GPA.

If enrolling or currently enrolled in a degree program of study, provide

documentation of enrollment and description of program and courses.

Mail the completed application and all required documents to the following address:

SEBA Scholarship

PO Box 117

Pleasant Garden, NC 27313

Applications are available on our website at www.secba.org. Please have them submitted by the end of April.

For 2013 we will be providing two \$500 scholarships

Spring Preview

Taylin Farm and Nursery will have its opening on Saturday, April 6, from 9 am -3 pm. Located at 7126 Charnel Lane in Climax, there will be perennials (huge selection of Hosta) annuals, hanging baskets, vegetable starts and more. For more information: 336-209-6828 or email wtaylin@bellsouth.net Visit David and Cathy Wray for your Spring planting needs and help support your member businesses.



Welcome!

We welcome two new members to our organization.

Please welcome Sonny Mitchell of **American Built by S.J. Mitchell**. Sonny specializes in building custom homes, additions and renovations and has been in business over 35 years. He can be contacted at 336-215-7780 or sjmitchell@triad.rr.com His website: www.americanbuiltsjm.com

Also please welcome Phal Hodgin of **Hodgin Valley Farm**, Pleasant Garden. Hodgin Valley Farm is available for your special event, a corporate meeting or a family reunion. Take a tour of their property via their website: www.hodginvalleyfarm.com.

Phal can be reached at phal@hodginvalleyfarm.com or 336-674-2732

Enjoy three pictures below of Hodgin Valley Farm.



Some of Sonny's work pictured below



SEBA Board Members



Southeast Business Association

PO Box 117
Pleasant Garden, NC 27313

Support, Encouragement & Endorsement

The mission of the Southeast Business Association is to provide a platform that encourages the growth and financial support of our local businesses. From the smallest to the largest, we will strive to endorse the businesses of the Southeast community and surrounding areas through support and interaction by working hand-in-hand with local civic groups and the community as a whole.

We're on the Web!
www.SECBA.org

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This year pledge to SHOP SMALL, SPEND LOCAL, EAT LOCAL, ENJOY LOCAL and support the local businesses that support us and our community.

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Sorry Charlie!

As a sales representative for, at the time, New England's largest and most successful independent hardware distributor my clients were independent hardware stores and lumberyards. Many people seemed to want to own and operate a hardware store without realizing what a major task that was. They all thought what fun it would be. Yes, but it was also very hard work.

Perhaps it's because he dropped the O from his surname (an Irish cardinal sin) that new hardware store owner, Charley Malley, had to close his store after only 3 years in business.

I set up his store with basic merchandise for his store opening. He was overwhelmed with the many items we shipped him and the fact that he had to invest \$50,000 as a minimum to even open the

doors. Then I told him he needed to start a *want book* for items people asked for that he did not have in stock but was expected to have in a hardware store. My company's warehouse had over 30,000 different items to cover much of what a store needed and that wasn't everything. Charlie also needed paint, a fastener department, and many other items I didn't carry.

Each week I visited Charlie and he lamented that with all the items he bought, most of the people coming into the store wanted something he didn't have and he was filling his *want book* fast and furiously. As time went on he got more upset at how much money he had to spend buying and buying.

Charlie didn't do his homework on demographics and procedures of operating a business, never mind a hardware store. It was like a

baseball player showing up on opening day without having attended spring training.

Going into business can be rewarding both financially and for the enjoyment, but advance preparation is the most important way to start. You must understand what you're getting into before making the investment of time and money.

Jim O'Malley

